

VERITY ATKINS

SILVERSTAR MARKETING

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Work Experience

Whale Marketing- B2B Marketing agency. -Account Manager/ Client Services Manager June 2010 - Dec 2016

Fully integrated marketing agency dealing with all aspects of the marketing mix. Working with various clients within the Construction, Engineering and Professional Services backgrounds. Experience from this role is as follows:

- Digital Marketing – Managing social media campaigns and social advertising budgets and adverts
- Direct Marketing - Devising direct mail campaigns, working with designers to create campaigns and then closely working with clients to ensure efficient follow up is carried out.
- Briefing designers on all aspects of design projects including online.
- Copy Writing – Producing copy for a variety of materials including press releases, brochures and online.
- Managing SEO and PPC suppliers on behalf of clients
- Planning strategic marketing plans
- Following progress of all marketing activity and producing reports
- Websites- Managing and overseeing the build of new websites. Ongoing CMS management
- Writing and sending E-shot campaigns
- Planning and overseeing advertising schedules.
- Organising client events.
- Monthly client meetings
- Apprentice recruitment

Production Runner – Family Food Fight – Cineflix Productions

Main Runner for office, studio and location. Main roles included sourcing contributors, sourcing free equipment for studio, driving contributors to location, tape logging, float reconciliation, errand running and general office duties.

Temporary Office Roles -

When I first got back from my gap year I worked in temporary office roles while looking for permanent work. I worked in many different positions such as admin assistant, data entry and telephone operator. These roles have prepared me for getting back into the working environment and ready to start to develop my career.

Runner – The Jeremy Kyle Show – ITV

Responsible for looking after the needs of the shows guests, studio running, and assisting the FM regarding the movement of the guests. I also helped the Producers log important info and coordinated the makeup schedules for the guests and distributed call sheets for each show.

Production Runner – Optomen Television Ltd

My main duties alternated between logging and running within the studio and office. I was involved in float reconciliation and the ordering of transport for contributors. This role involved skills in research as I had to source equipment and ingredients for the studio, many of which had to adhere to strict deadlines. When I was logging I was in charge of tape stock and the logging of tapes at the end of day. On non filming days I was responsible for ensuring that all the shopping lists for the show were sourced and bought. I was responsible for my own float which I had to reconcile each week.

Event Steward – Showsec

I was an event steward at many different events such as concerts, festivals, sporting events and charity events.

Key Skills

- Resourceful person with great time keeping skills and an ability to prioritise. I work well and calmly under time constraints and pressure.
- My experience has given me confidence in meeting new challenges, working with people and dealing with members of the public. I have an outgoing nature and enjoy new experiences both in my work and personal life.
- I have experience in managing a team of people.
- Computer literate with all major Microsoft Office packages.
- First Aid in the work place certificate
- Confident driver with a full and clean driving license.

Education

Liverpool University

2004 - 2007

BA Honours Media (2:1)

Majoring in Marketing and television production

Eccles College

2002 - 2004

A Levels: Media (B) Psychology (C) Sociology (C)

References available on request